

PatentSight

Leading the way to better strategic business decisions and to stay ahead of the innovation curve



Pourquoi Amazon a racheté Zoox pour 1,2 milliards US \$?

Agenda de la matinée en compagnie de Joël Willers de LN PatentSight

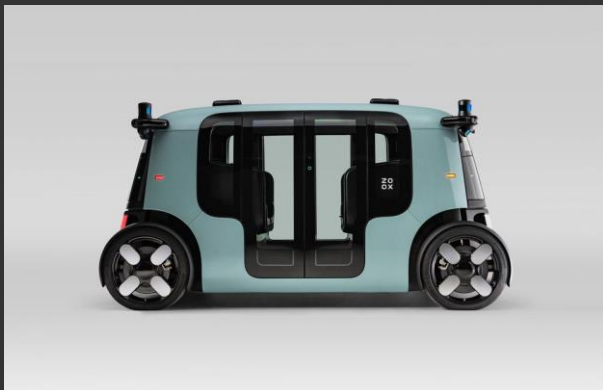
- 1) **Rappels des faits : qui est Zoox? Historique et contexte du rachat**
- 2) **Du point de vue de la PI, est-il possible d'anticiper ce type de rachat et les montants en jeu ?**
- 3) **Rappel sur la genèse de la méthodologie utilisée pour notre analyse : Patent Asset Index**
- 4) **Utilisation des métriques PatentSight pour l'analyse des brevets Zoox et de leur complémentarité avec ceux d'Amazon**
- 5) **Q&R**

Rappels des faits :

Qui est Zoox?

Historique et contexte du rachat

On each corner a “sensor pod” houses a spinning **laser sensor and other lidars** and as well as cameras to help it navigate.



“Unlike many of the concept cars other companies have shown in the last several years this **vehicle has passed all the FMVSS crash tests,**” Levinson said, referring to tests required by U.S. regulators.

The vehicle, which Zoox describes as a driverless carriage or **robotaxi**, can carry as many as four passengers.

Zoox plans to launch an **app-based ride-hailing service** in cities like San Francisco and Las Vegas.

The vehicle’s safety features include airbags that form a cocoon around each passenger in the event of a crash, which Zoox says is unlikely given its confidence in the technology.

Each corner pod has a **270-degree field of vision**, enabling the car to see **more than 360 degrees of terrain at once.**



Executives didn’t say how much rides would cost but that they would be “affordable” **and competitive with services operated by Uber Technologies Inc. and Lyft Inc.**

The Challenges & Opportunities of a Changing Economy

Yesterday

Traditional industries with established value chains



Digitalization

Today

New globally interconnected ecosystem



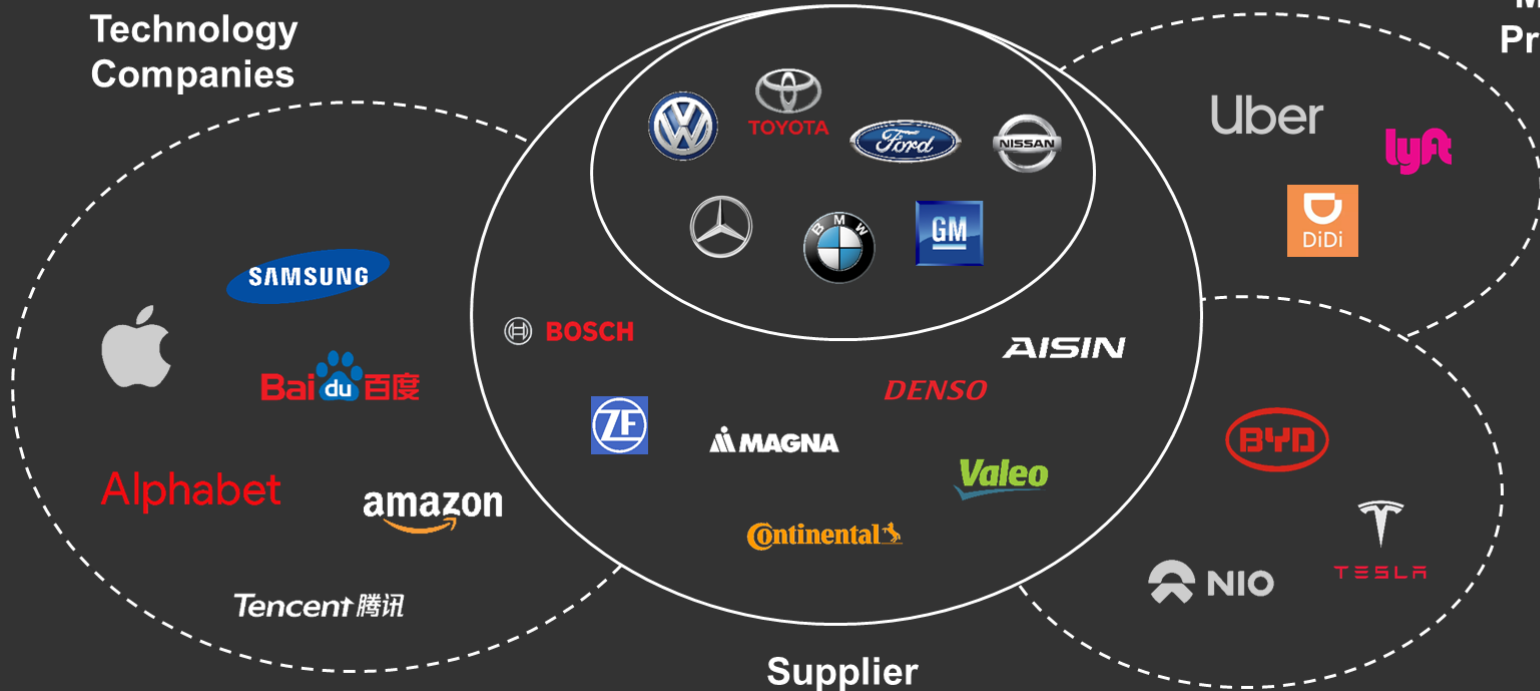


OEM
Tech
Company
Mobility
Provider

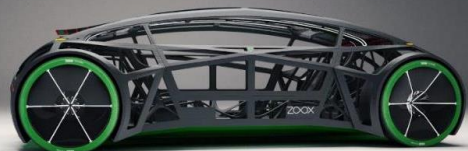
Traditional
OEMs

Mobility
Providers

Technology
Companies



ZOOX



Autonomous Vehicles, Robotics; Zero-Emission Vehicles



Jesse Levinson, Carl Bass, Aicha Evans



Silicon Valley, 2014



400 → 900

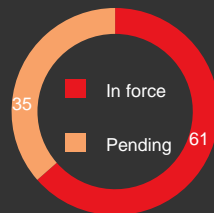


Revenue: \$ 20m → 370m



Private Company; \$ 955 m total funding

Patent Portfolio



61 In force
35 Pending

Innovation Peer Group



Recent News

- July 2019 **Zoox Plans to Have Autonomous Cars on the Road by 2020** (Innovation&tech today)
- March 2019 **Zoox can cruise San Francisco without drivers, but now it needs cash** (Automotive News)
- July 2019 **Zoox's self-driving car will provide a smooth ride via independent active suspension (TC)**
- December 2018 **California lets self-driving startup Zoox offer autonomous rides** (Reuters)

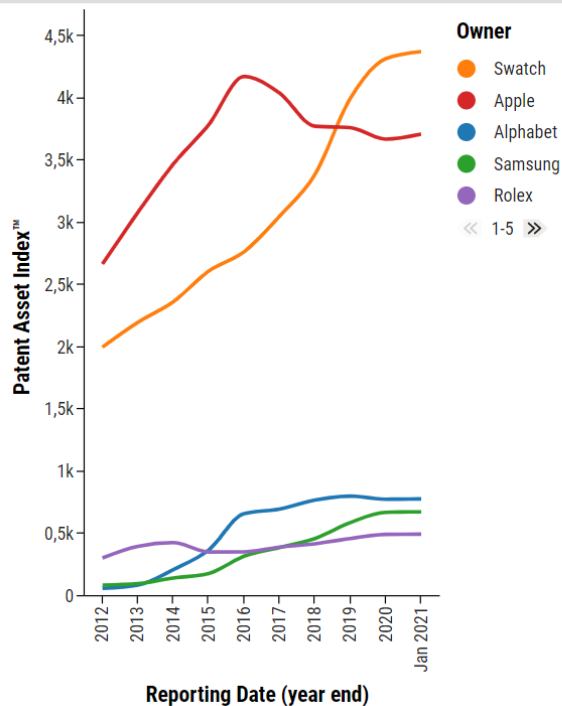


Du point de vue de la PI, est-il possible d'anticiper ce type de rachat et les montants en jeu ?

Trend of Relevance of Apple's Patent Portfolio referring to Swatch

Apple Watch was launched in 2015

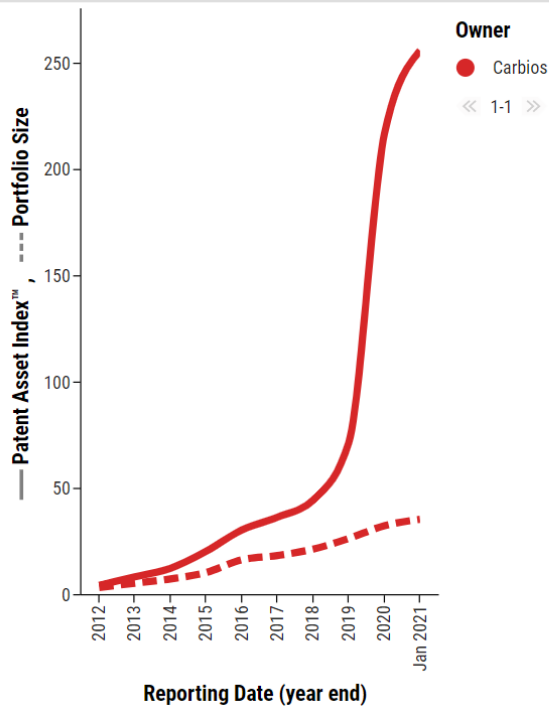
Apple vs. Swatch








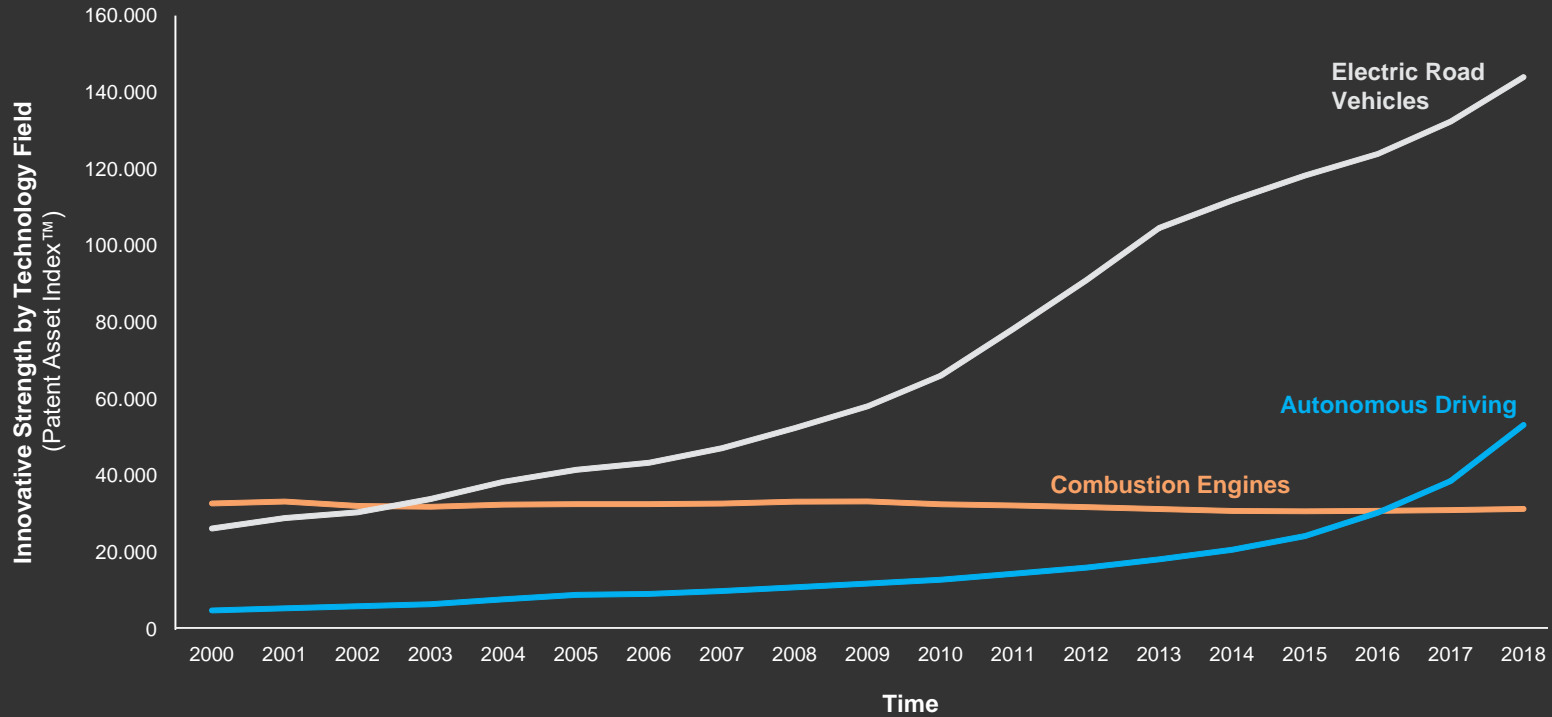
Trend of Relevance of Carbios' Patent Portfolio

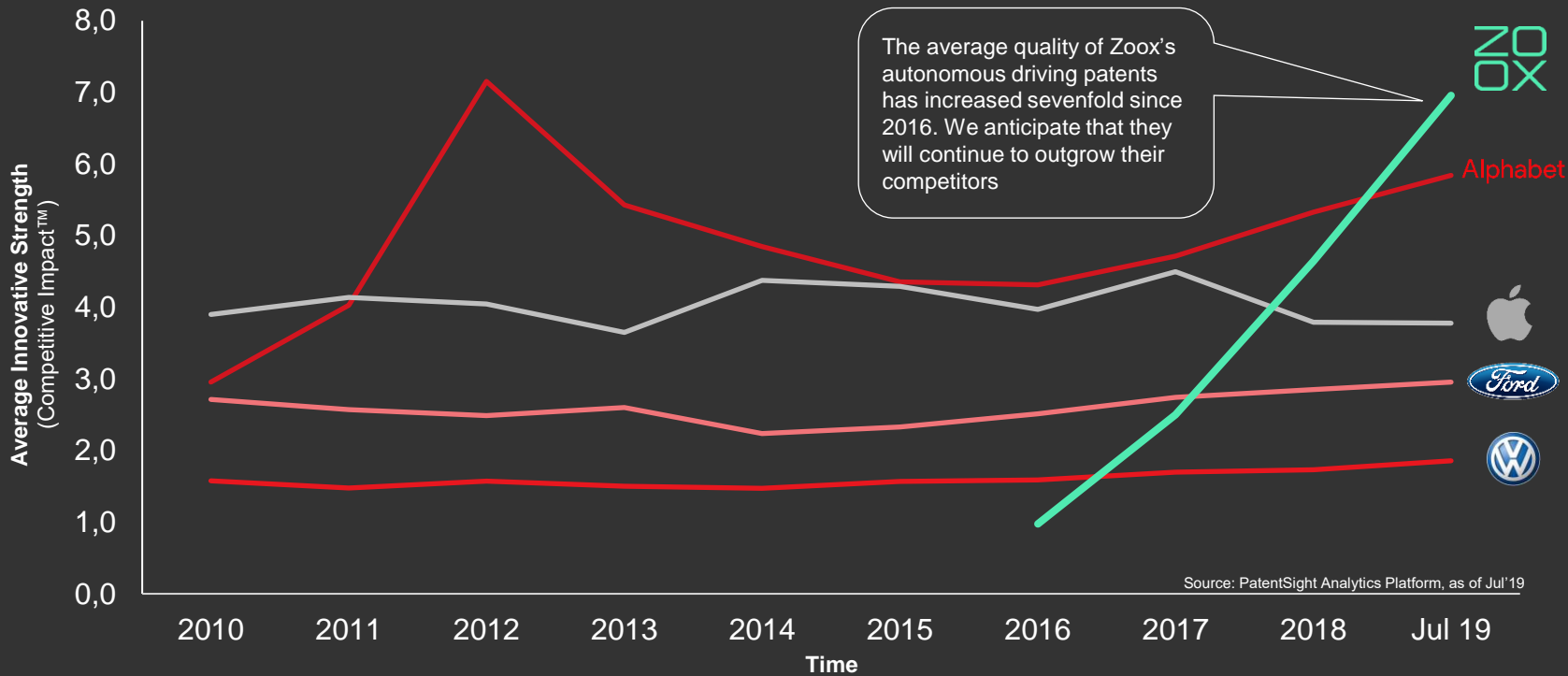
Carbios made its plastic waste recycling technology public in April 2020

Carbios



Company	Business Area	Revenue (2018)	Number of Patents in Selected Technology	Average Innovative Strength of Patents
 ASI	Autonomous Driving: Vehicle Automation	\$ 29m	49	2,1
 Faraday Future	Electric Vehicles: Motor Technology	\$ 120m	324	1,2
 Lucid Motors	Electric Vehicles: Battery Tech & Luxury Cars	\$ 28m	157	2,6
 PROTERRA	Electric Vehicles: E-Busses	\$ 10m	43	3,5
 ZO OX	Autonomous Driving: Zero-Emission Vehicles	\$ 20m	57	5,3

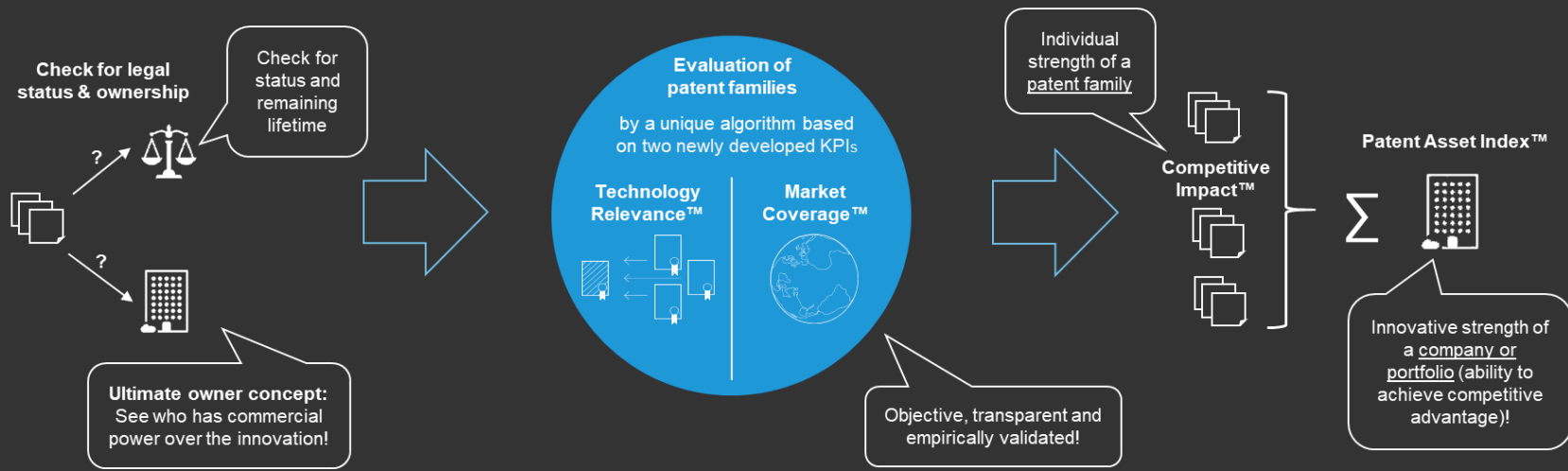
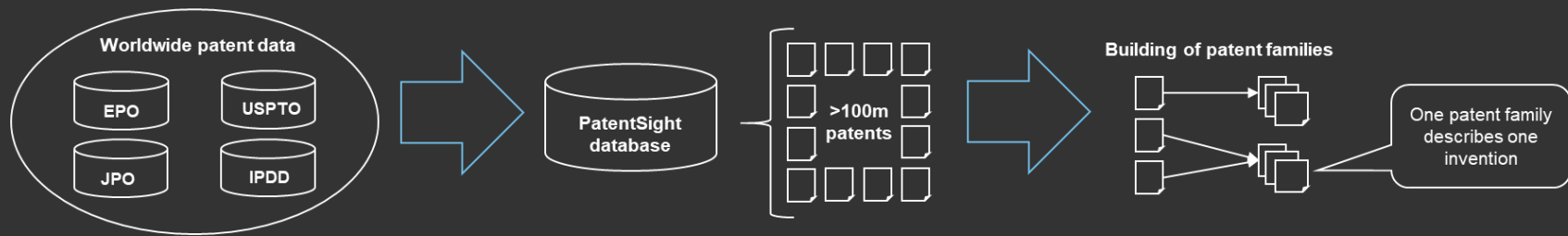




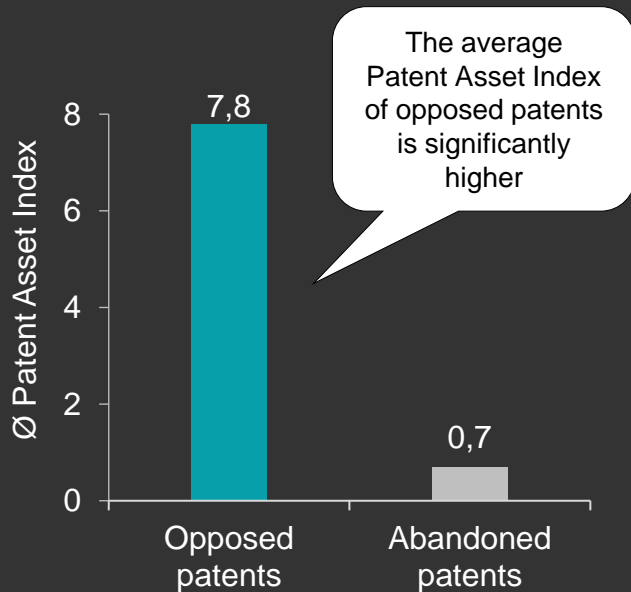
**Rappel sur la genèse de la méthodologie
utilisée pour notre analyse :**

Patent Asset Index

Our Data Cleaning & Quality Assessment Approach



Scientifically Proven and Industry-Wide Accepted Indicators Studies Show High Accuracy of the Patent Asset Index™ Methodology



Validation studies: Patents with a high Competitive Impact are more frequently

- ✓ Considered a key patent
- ✓ Attacked and defended
- ✓ Enforced in court
- ✓ Maintained longer
- ✓ Commercialized
- ✓ Standard-relevant



In the Dow/DuPont case the EU Commission's DG Competition found that **the top 10% of patents were related to blockbuster products**, the most successful products in terms of sales.

Sample: 74.732 patent families. Source: *Ernst, H., Omland, N. (2011): The Patent Asset Index - A New Approach to Benchmark Patent Portfolios. World Patent Information 33, pp. 34-41.*

How PatentSight's Data and Analytics are Used

Investor Communication
Annual Reports, Marketing

Governmental Bodies
Antitrust, Court, Consulting

Use Cases & ROI
Benchmarking, IP Management



PHILIPS



SIEMENS

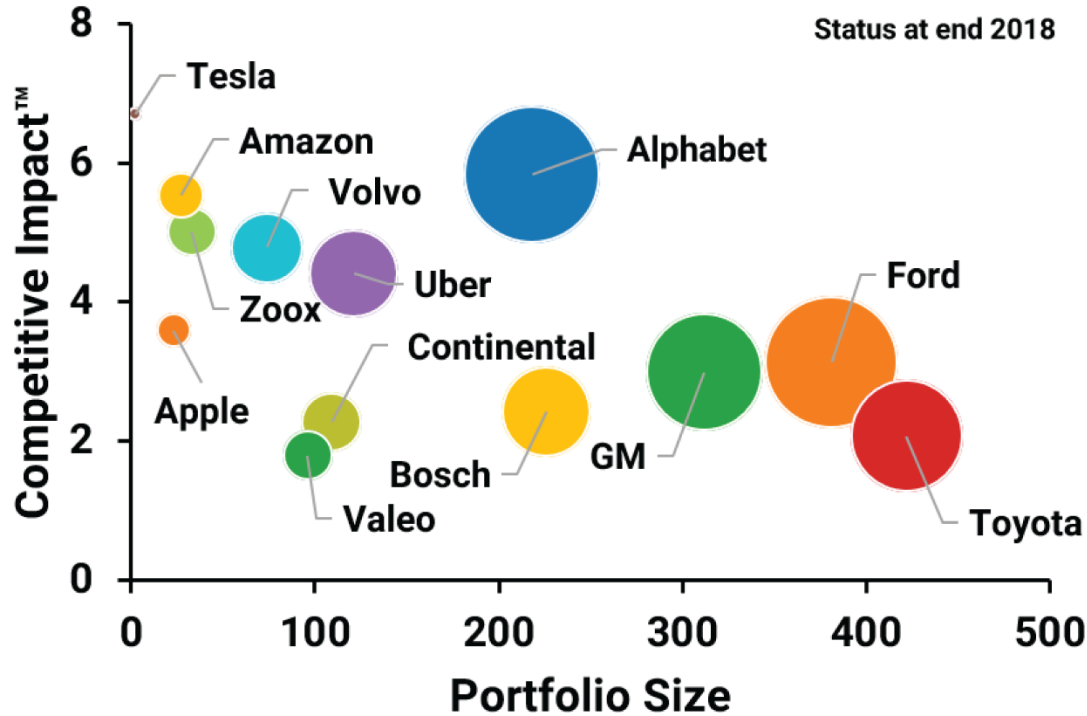


Notes:

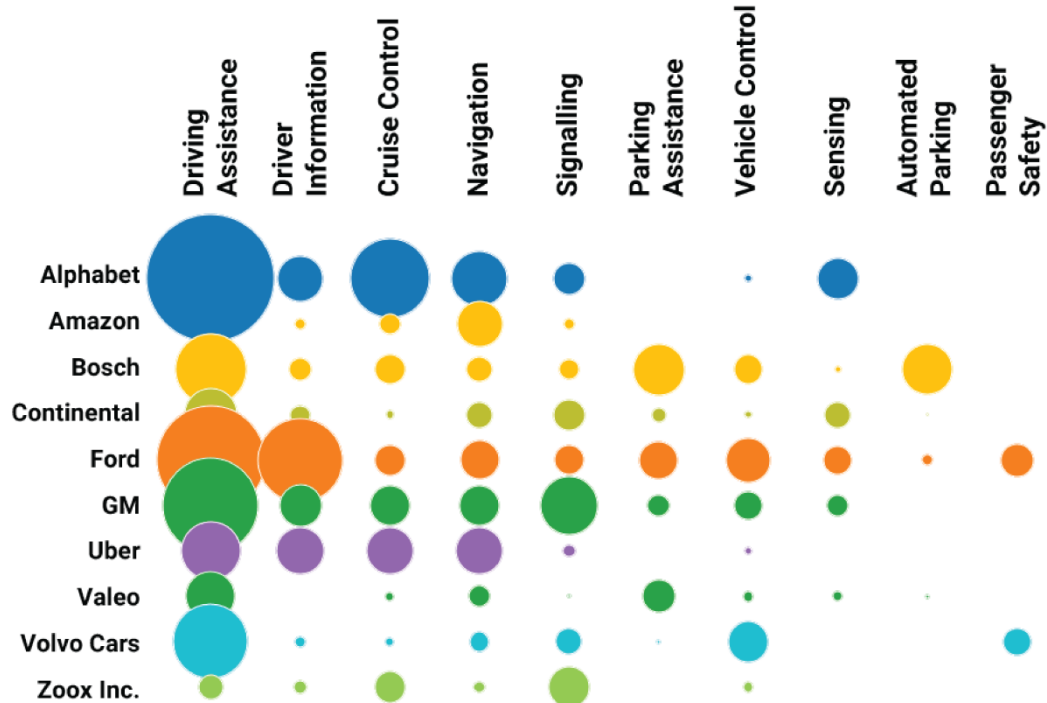
Customers trust in the reliability and significance of PatentSight and the Patent Asset Index™. The metrics are used in different areas and at different levels of communication. Examples can be found in annual reports, investor communication, industry analysis reports, international merger activities as well as internal and external strategic analysis.

Utilisation des métriques PatentSight pour l'analyse des brevets Zoox et de leur complémentarité avec ceux d'Amazon

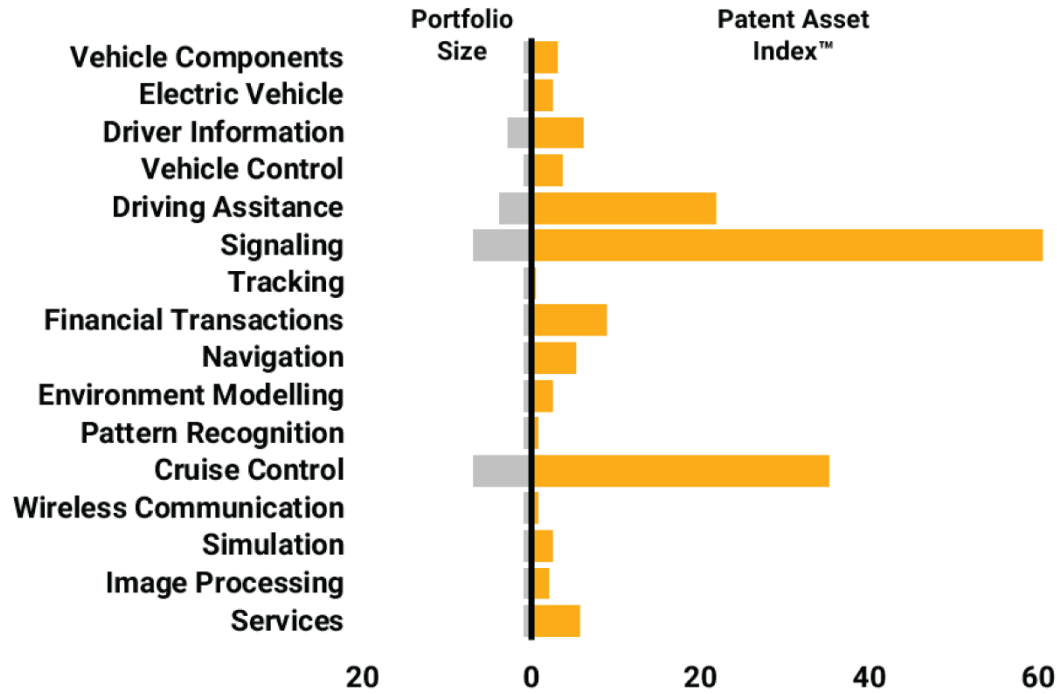
Comparing the key players in Autonomous Driving technology



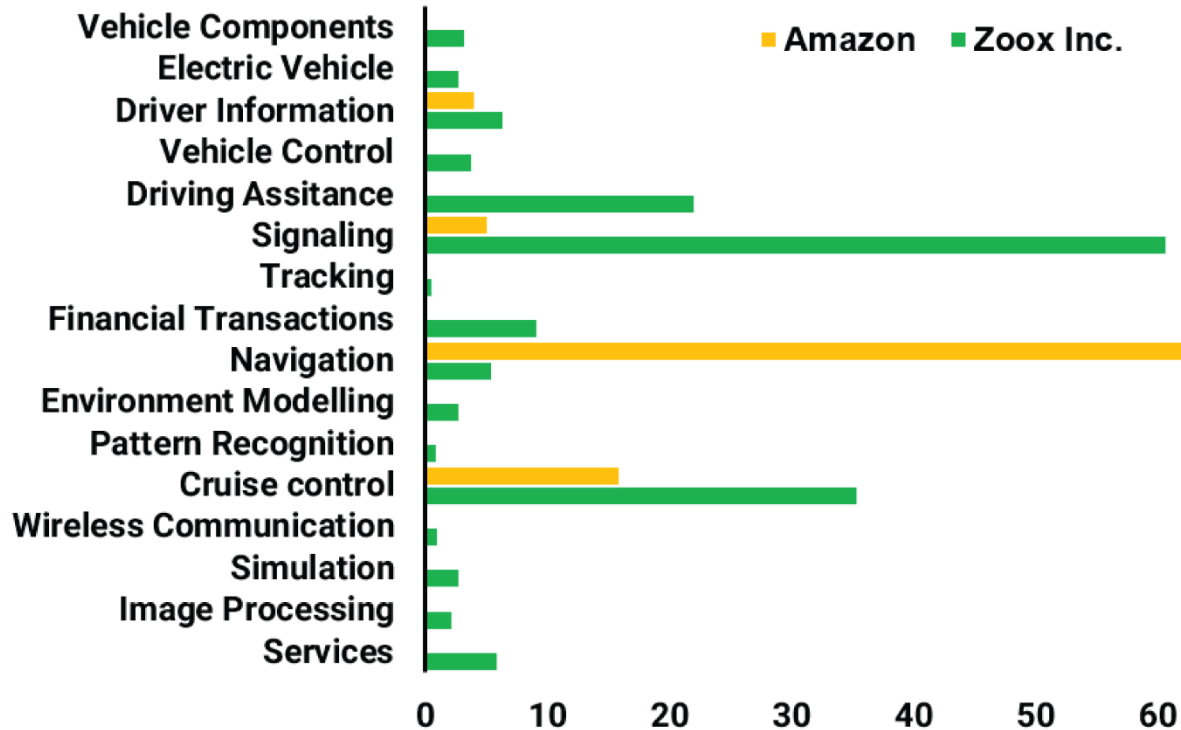
Major players' focus within Autonomous Driving technology



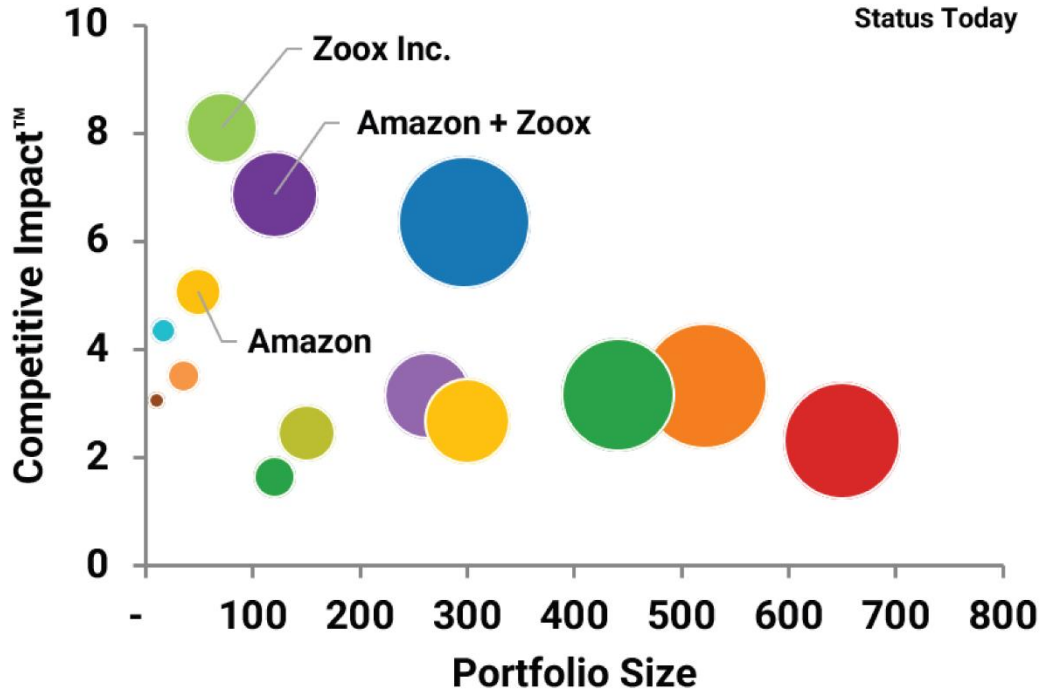
Identifying Zoox's specialization within Autonomous Driving technology



Comparing Zoox's and Amazon's portfolios in Autonomous Driving technology



Resulting Portfolio of Amazon in Autonomous Driving after the acquisition of Zoox



Merci

www.patentsight.com
www.lexisnexisip.com

Contacts :

Anne Le Turnier

anne.leturnier@lexisnexis.fr

+33 6 26 99 53 08

Joël Willers

joel.willers@lexisnexis.com

+49 151 250 259 43